

CLAIMS:

1. A method of displaying an advertisement on a mobile communication terminal, comprising the steps of:

- (a) receiving advertisement data through a wireless Internet network;
- (b) comparing the received advertisement data with advertisement data stored in a storage device of a mobile communication terminal, to thus update the received advertisement data;
- (c) determining whether the mobile communication terminal is activated and selecting advertisement data to be displayed on a display of the mobile communication terminal from the storage device according to the determination result; and
- (d) displaying the selected advertisement data on the display of the mobile communication terminal.

2. The method as claimed in claim 1, wherein the step (b) comprises the steps of:

- searching the version and the priority of the received advertisement data;
- determining whether the stored advertisement data is to be updated according to the information of the searched advertisement data;
- searching the reliability of the stored advertisement data determined to be updated;
- determining the reliability of the advertisement data whose reliability is searched; and
- storing the advertisement data whose reliability is determined in the storage device.

3. The method as claimed in claim 1, wherein the step (c) comprises the steps of:

determining whether the mobile communication terminal is activated;

selecting the activated advertisement data stored in the storage device when the mobile communication terminal is activated; and

selecting the deactivated advertisement data stored in the storage device when the mobile communication terminal is deactivated.